

[0085] We claim:

- 1) A method for measuring access patterns of content transmitted from a server to a client said method comprising the steps of:
 - A) Transmitting at said server content containing a tracking identifier identifying the content;
 - B) Receiving at said client said content containing said tracking identifier;
 - C) In response to receiving said content at said client, extracting from said content said tracking identifier; and
 - D) Transmitting from said client to said server said tracking identifier.
- 2) The method of claim 1 where the tracking identifier comprises a URL.
- 3) The method of claim 1 where the content is a television broadcast, and said tracking identifier is encoded in said content's VBI.
- 4) The method of claim 3 where said tracking identifier comprises a URL.
- 5) The method of claim 1 in which said content is digital.
- 6) The method of claim 1 in which said content is analog.
- 7) The method of claim 1 in which said content is received from an information provider.
- 8) The method of claim 1 in which said client transmits to said server auxiliary information along with said tracking identifier.
- 9) The method of claim 8 in which said auxiliary information includes at least one of: identification of viewer and geographic location.
- 10) The method of claim 1 in which said client also displays said information to a viewer.
- 11) The method of claim 1 further comprising:
 - A) Receiving at said server said tracking identifier.
 - B) Recording at said server said tracking identifier.

- 12) The method of claim 11 further comprising the steps of:
- A) Recording auxiliary information at said server.
- 13) The method of claim 12 in which said auxiliary information comprises at least one of time of day and date.
- 14) The method of claim 3 in which said tracking identifier is encoded in the VBI according to the ATVEF standard.
- 15) The method of claim 1 in which said tracking identifier is an industry standard code.
- 16) The method of claim 15 in which said industry standard code is defined by the AAAA.
- 17) The method of claim 1 in which said content is an advertisement and said tracking identifier comprises an ISCI code.
- 18) The method of claim 1 in which said client constructs URL comprising the tracking identifier and transmits said URL to said server.
- 19) The method of claim 18 in which said server comprise a web server.
- 20) The method of claim 19 in which said web server receives from said client said URL comprising the tracking identifier.
- 21) The method of claim 20 in which, in response to said receipt of said URL from said client, said web server record said URL comprising said tracking identifier.
- 22) The method of claim 21 in which said web server records said URL in said web server's log file.
- 23) A system for measuring access patterns of content transmitted from a server to a client comprising the steps of:
- A) Transmitting at said server content containing a tracking identifier identifying the content;
 - B) Receiving at said client said content containing said tracking identifier;
 - C) In response to receiving said content at said client, extracting from said content said tracking identifier; and

- D) Transmitting from said client to said server said tracking identifier.
- 24) The system of claim 23 where the tracking identifier comprises a URL.
- 25) The system of claim 23 where the content is a television broadcast, and said tracking identifier is encoded in said content's VBI.
- 26) The system of claim 25 where said tracking identifier comprises a URL.
- 27) The system of claim 23 in which said content is digital.
- 28) The system of claim 23 in which said content is analog.
- 29) The system of claim 23 in which said content is received from an information provider.
- 30) The system of claim 23 in which said client transmits to said server auxiliary information along with said tracking identifier.
- 31) The system of claim 30 in which said auxiliary information includes at least one of: identification of viewer and geographic location.
- 32) The system of claim 23 in which said client also displays said information to a viewer.
- 33) The system of claim 23 further comprising:
- A) Receiving at said server said tracking identifier.
 - B) Recording at said server said tracking identifier.
- 34) The system of claim 33 further comprising the steps of:
- A) Recording auxiliary information at said server.
- 35) The system of claim 34 in which said auxiliary information comprises at least one of time of day and date.
- 36) The system of claim 25 in which said tracking identifier is encoded in the VBI according to the ATVEF standard.
- 37) The system of claim 23 in which said tracking identifier is an industry standard code.

- 38) The system of claim 37 in which said industry standard code is defined by the American Association of Advertising Agencies.
- 39) The system of claim 23 in which said content is an advertisement and said tracking identifier comprises an ISCI code.
- 40) The system of claim 23 in which said client constructs URL comprising the tracking identifier and transmits said URL to said server.
- 41) The system of claim 40 in which said server comprise a web server.
- 42) The system of claim 41 in which said web server receives from said client said URL comprising the tracking identifier.
- 43) The system of claim 42 in which, in response to said receipt of said URL from said client, said web server record said URL comprising said tracking identifier.
- 44) The system of claim 43 in which said web server records said URL in said web server's log file.
- 45) A computer program for measuring access patterns of content transmitted from a server to a client comprising:
- A) Computer executable program code means for transmitting at said server content containing a tracking identifier identifying the content;
 - B) Computer executable program code means for receiving at said client said content containing said tracking identifier;
 - C) Computer executable program code means for, in response to receiving said content at said client, extracting from said content said tracking identifier; and
 - D) Computer executable program code means for transmitting from said client to said server said tracking identifier
- 46) A computer program as described in claim 45 further comprising:
- A) Computer executable program code means for receiving at said server said tracking identifier.

B) Computer executable program code means for recording at said server said tracking identifier.